TOP SELLING IMPORT FRANCHISES

Rank	(ALL DOLLAR FIGURES IN MILLIONS) Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1986 sales all franchises, depts. at location	Parts & service volume	Retail new units	1986 fleet sales	Total 1986 new units
ALFA ROMEO										
1. **Subcor Motors** Englewood, N.J.	Dan Farrell	20	16	Callaway Twin Turbo Alfa	Spider Veloce	$4.3	$1.1	180	0	180
2. **High Performance Cars** Waltham, Mass.	Serge Dermanian	23	21	Maserati	Milano	5.0	0.4*	178	0	178
3. **Paul Spruell Alfa** Chamblee, Ga.	Paul Spruell	6	18		Spider Veloce	4.1	0.6	177	0	177
4. **Wegge Motor Cars** Pasadena, Calif.	William A. Wegge III	22	15		Spider Veloce	4.2	0.3	151	0	151
5. **Suburban Auto Imports** Maywood, Ill.	Sam Tomaino	8	34	Volkswagen	Spider Veloce	5.1	1.5	140	0	140
6. **Rosanova Alfa** Bladensburg, Md.	Egidio Rosanova	22	9		Milano	2.0	0.4	138	0	138
7. **European Motor Sales** Towson, Md.	Glenn Berger	20	17	Bertone	Graduate	2.5	0.5	132	0	132
8. **Woburn Foreign Motors** Woburn, Mass.	George P. Albrecht	20	100	Toyota, Jaguar	Milano	50.0	0.6	127	0	127
9. **Forest Lane Alfa Romeo** Dallas, Texas	Kirk Franceschini	8	90	Porsche, Audi	Spider Veloce	45.6	7.9	121	0	121
10. **Nohr's Imports** San Leandro, Calif.	Gary Nohr	12	32	Saab, Subaru	Spider	7.5	0.9	69	0	69

*Estimate

continued →

SALES GIANTS

FROM PAGE 1

franchises based on unit sales, and follows the earlier, similar ranking of 10 best-selling franchises for each of the 10 traditional domestic franchises (Automotive News, Aug. 31).

The single largest import franchise was Longo Toyota, El Monte, Calif., which reported 14,334 retail sales and 4,000 fleet sales for a pack-leading new vehicle delivery total of 18,334.

Longo Toyota, of course, is now part of the Roger Penske organization, which also owns other large dealerships including the former Potamkin Cadillac franchise in Manhattan and another big-selling store in Downey, Calif.

Longo's primary and overwhelming dependence on retail deliveries was typical. Only 60 of the 190 Import Sales Giants had any fleet sales at all last year, and most were negligible. In fact, the total number of fleet sales for all 60 franchises was 34,801, just 11.95 percent of total sales for the franchise-rank makes.

That compares to a staggering 337,715 fleet sales made last year by the 10 top franchises from each of the 10 domestic divisions — nearly 10 times as many fleet sales by about half the number of dealers.

In other words, the top import dealers each averaged about 183 fleet sales each last year — less than one a day — while the top domestic dealers each averaged about 3,377 fleet sales.

Not surprisingly, Longo Toyota — a single-line dealership — also rang up the most total dealership dollar sales last year among the import sales giants, reporting $228 million. Second-highest in total sales dollar volume was Isuzu dealer King Motor Co. of Fort Lauderdale, Fla., which also sells Oldsmobile, GMC trucks and Suzuki, with $158.1 million. The dollar volumes listed in the accompanying charts include sales for all the makes sold at the store listed.

Another exclusive Toyota dealership ranked third — Gateway Toyota, Toms River, N.J., with total sales of $133.2 million.

The dealership with the highest parts and service dollar sales was Mercedes-Benz dealer Slemons Imports, Newport Beach, Calif.

Dealer Jim Slemons augments his traditional parts and service business with boutique and wholesale parts distribution. He reported parts and service sales of $19.1 million for last year. Slemons said this year's parts and service dollar volume will top $25 million.

The second highest in parts and service dollar volume, $15.5 million, was reported by Longo Toyota. Although Slemons and Longo are both single-line dealerships, the parts and service figures in the accompanying charts include sales for all lines at the stated dealerships.

Geographical analysis of the top 190 franchises showed few surprises; in fact, analysis tended to reinforce stereotypical images and perceptions.

A total of 58 of the 190 Import Sales Giants are in California; New Jersey and Texas each have 19; Virginia, New York, 13; Georgia, Florida, 12; Maryland, Massachusetts, 8; Illinois, 7; Pennsylvania, Colorado, 3; Arizona, Connecticut, Michigan, Washington, 2; and Oregon, Indiana, Ohio, Nevada, North Carolina, Alaska, Puerto Rico, 1 each.

The geographic depiction — with heavy concentration on the West Coast, the East Coast and the southern Gulf Coast regions — shows the import market strength spread across the bottom of the continental United States like a smile with a few scattered freckles across the heartland.

The attraction of the California market and its preference for things imported was clear. Seven of the 10 leading Nissan franchises are located there, as are six of Honda's, six of Toyota's, five of BMW's and five of Volkswagen's.

In fact, only Audi, Isuzu and Porsche had no leading franchises in California.

Among the top import franchises, there was an almost even split between dualed and exclusive stores: 96 of the 190 top franchises were exclusive; 94 were dualed, and 24 of those were dualed with domestic makes.

The exclusive points were largely clustered in makes with formal or informal policies about exclusive dealerships as well as in systems that reward "loyalty."

Leading the exclusivity parade was Toyota with a perfect 10. Close behind were Honda and Nissan, each with nine. Then came Mercedes-Benz, Subaru and Volvo, each with eight, plus BMW and Hyundai with seven each.

The reasons dealers listed for last year's success included many of the standard items that characterize any successful business: strong management, good location, a new facility, good product, large inventory, aggressive sales force, consistent advertising, a loyal owner body, concern for the customer, emphasis on individual profit centers, a good used-car trade and old-fashioned hard work.

Some dealers said they were successful because they offered customers more than one make.

Others took a different approach: "We treat each franchise with the same degree of importance," said Saab dealer Richard A. Rankin, president, VOB Auto Sales, Rockville, Md. Rankin also sells Nissan.

"Exclusivity," said Volvo dealer Michael Lazarus, Volvoville USA, Massapequa, N.Y. "Selling only one manufacturer causes all efforts (to be directed) toward a common goal."

Some dealers, however, credited good fortune. "Lucky, I guess," said Isuzu dealer Ben Smith, Mealey Smith Isuzu, Orlando, Fla., in explaining his success. "I'd rather be lucky than good!"

Alfa Romeo dealer Serge Dermanian, owner of High Performance Cars, Waltham, Mass., had a little different perspective.

"I worked at HPC since 1965 as a mechanic, and I bought the company in 1969," Dermanian said. "The most important factor for my success is my training in France where I was born and brought up as a mechanic, going through very extensive training as a technician — in both automobiles and aircraft — from one of the country's best schools."

There also was the clear influence of mega-dealer organizations, multi-franchise dealerships and family operations throughout the Automotive News Import Sales Giants listing.

There were 16 instances in which a dealer owned more than one store on the list. Heading the list were the Norman Braman organization with three separate stores ranking as Top 10 franchises in BMW, Porsche and Rolls-Royce; the Stohlmans, with two dealerships scoring a total of three leading franchises in Nissan, Subaru and Volkswagen; and the Ellis family in Atlanta.

Richard H. Stohlman scored with both VW and Subaru at his Tysons Corner, Va., dealership, while Edwin L. Stohlman III scored with Nissan in Alexandria, Va.

In Atlanta, Jim Ellis and James W. Ellis Jr. ran leading Audi, Porsche and Volkswagen dealers, although Atlanta Mercedes-Benz dealer John Ellis is not related.

Other interesting familial combinations included Hanley Dawson Jr. and Hanley Dawson III, who each had a Top 10 Saab franchise in the Chicago area.

Among the dealers who had two or more Top 10 import franchises, either dualed or free-standing, there was a clear correlation between market segments; dealers tended to have ranking franchises in similar or related segments.

In addition to the multiple Top 10 import franchise organizations, there also were eight dealers who also had domestic-make dealerships among the earlier Automotive News Domestic Sales Giants.

Automotive News chose franchise unit volume as the most meaningful measure of the country's largest dealership, chiefly because of the importance of the fleet market — estimated by various sources at between 20 percent and 40 percent of total new-vehicle sales. Yet these fleet sales are not very profitable for dealers, so a ranking of franchises by dollar volume ignores the tremendous number of vehicles they sell.

A number of import franchises were not included because they were forming their dealer networks in 1986, including Acura, Mitsubishi, Suzuki and Yugo. However, Hyundai Motor America and its dealers chose to participate, even though many of its top dealers were in business for 10 months or less. A few low-volume makes were skipped.

Import Sales Giants data was compiled by the Automotive News staff from various sources. Most but not all importers supplied information on their top dealers. Dealers themselves were polled. In the few cases in which top dealers declined to participate, estimates of their volumes were made from multiple sources.

Contributing to this report and the accompanying table were Automotive News Staff Reporters Laura Clark, Mary Connelly, Matt DeLorenzo, Arthur Flax, Francis J. Gawronski, Helen Kahn, Louise Kertesz, Michelle Krebs, Philly Murtha, Roger Rowand, John A. Russell, Jesse Snyder, Geoff Sundstrom, Charles M. Thomas and David Versical. Artwork by Ruth Skurda.

Turnover high among biggest Subaru dealers

Since 1986 ended, several of the top-selling import franchises have changed hands, as entrepreneurial dealers buy and sell hot properties.

However, one of the most unusual situations was among the top-selling Subaru dealerships. Of the 10 dealers who owned last year's best-selling franchises, four no longer own the dealerships involved.

Three dealerships have been sold, and one — top-selling Wilmington Subaru — was closed outright after losing $1 million in the first eight months of 1987. The Rustuccia family replaced the Subaru franchise with a Jeep-Eagle franchise in the same point.

— Edward Lanham

TOP SELLING IMPORT FRANCHISES

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AUDI											
1.	**The Audi Corp.** Natick, Mass.	Keome Annis	16	70	Volkswagen, Porsche	5000S	34.0	4.5	597	39	
1.	**Lynch Imports** Chicago, Ill.	Richard V. Lynch Jr.	6	150	Porsche, Saab Volkswagen	5000S	46.0	6.1	652	0	
3.	**Jack Daniels Motors** Fairlawn, N.J.	John J. Daniels	15	51	Porsche	5000S	30.8	4.0	629	0	
4.	**Somersky Enterprises** Highland Park, Ill.	Ernie Somersky	10	57	Sterling	5000S	16.0	4.7	465	85	
5.	**Auto Plaza** Pittsburgh, Pa.	Ed Walker	5	40	Porsche	5000S	18.0	2.0	527	12	
6.	**Paul Miller Audi** Parsippany, N.J.	Paul T. Miller	10	61	Porsche, Range Rover	5000S	30.4	4.5	496	0	
7.	**Hill Int.** Vienna, Va.	George C. Andreas	20	140	Mercedes-Benz, Porsche Range Rover	5000S	51.0	7.0	495	0	
8.	**Bill Cook Imported Cars** Farmington Hills, Mich.	William G. Cook	5	43	Porsche	5000S	25.0	3.0	488	0	
9.	**Jim Ellis Atlanta** Atlanta, Ga.	James W. Ellis Jr.	5	80	Porsche, Sterling	5000S	38.8	6.0	482	0	
10.	**Fred Lavery Co.** Birmingham, Mich.	Fred Lavery	9	53	Porsche, Range Rover	5000S	23.6	3.5	479	0	
BMW											
1.	**Weatherford Motors** Emeryville, Calif.	Jim Skaar	17	66		325	32.0	5.0	1,091	0	**1,091**
2.	**Global Imports BMW** Atlanta, Ga.	William M. Whitmire	25	78		325	33.9	5.1	1,011	0	**1,011**
3.	**Stevens Creek BMW** Santa Clara, Calif.	Don Lucas	12	95		325	32.1	4.1	981	0	**981**
4.	**Pacific BMW** Glendale, Calif.	Chris Ruppert	6	95*	Mitsubishi, Suzuki	325	50.4	5.9	974	0	**974**
5.	**Charles Evans BMW** Duluth, Ga.	Charles F. Evans	13	87		325	43.3	4.0	966	0	**966**
6.	**Saddleback BMW** Irvine, Calif.	Klaus Lischer	14	73		3 Series	21.2*	3.5*	711	240	**951**
7.	**Braman Motors** Miami, Fla.	Mike Turkenkopf	12	80	Rolls-Royce	325	34.4	4.9	901	13	**914**
8.	**Park Ave. BMW** Maywood, N.J.	Roy W. Sommerhalter	10	49		325	26.7	3.5	863	0	**863**
9.	**Crevier BMW** Santa Ana, Calif.	Robert Crevier	16	82		325	30.0	4.0	848	0	**848**
10.	**Chris Motors** Decatur, Ga.	Neil Christman	22	141	Volkswagen	325	39.9	8.0	793	0	**793**
HONDA											
1.	**Gardena Honda Automobiles** Gardena, Calif.	Shau-Wai Lam	8	105		Accord Sedan	70.5	6.0	5,465	0	
2.	**Honda of Pasadena** Pasadena, Calif.	Mary M. Mann	25	131		Accord Sedan	49.0	7.0	3,313	244	
3.	**Norm Reeves Honda** Cerritos, Calif.	Donna Reeves	N.A.	N.A.		N.A.	45.0*	6.0*	3,450*	0	
4.	**Robertson Honda** North Hollywood, Calif.	Jack Robertson	N.A.	N.A.		N.A.	42.0*	4.5*	3,350*	0	
5.	**Honda of Beaverton** Beaverton, Ore.	Robert Lanphere	N.A.	N.A.		N.A.	40.0*	3.5*	3,300*	0	
6.	**Los Gatos Honda** Los Gatos, Calif.	Ted Stevens	N.A.	N.A.		N.A.	33.0*	3.5*	2,800*	0	
7.	**McDavid Honda** Houston, Texas	David McDavid	25	76		Accord Sedan	40.1	4.3	2,683	0	
8.	**Honda Auto Center of Bellevue** Bellevue, Wash.	Charles Hasselwood	8	74		Accord Sedan	34.3	4.2	2,254	0	
9.	**Spring Branch Honda** Houston, Texas	Fred Schneider	N.A.	N.A.		N.A.	37.5*	3.5*	2,233*	0	
10.	**Sierra Autocars** Monrovia, Calif.	Lathrop G. Hoffman	38	111	Isuzu, Lincoln, Mercury, Pontiac	N.A.	51.1	3.2	1,757	430	
HYUNDAI											
1.	**Atlantic Hyundai** West Islip, N.Y.	John Staluppi	10 mths	54	Olds, Jeep, Eagle, Isuzu	Excel GL Sedan	20.5	1.0	2,487	0	**2,487**
2.	**Bay Ridge Hyundai** Brooklyn, N.Y.	Carmelo Giuffre	25	60		Excel GLS	16.5	1.6	2,451	0	**2,451**
3.	**Hyundai of Escondido** Escondido, Calif.	C.R. Ellingwood III	2	89		Excel	22.7	0.7	2,398	0	**2,398**
4.	**North Park Hyundai** San Antonio, Texas	Clarence J. Kahlig	2	47		Excel GLS Sedan	19.3	1.4	2,165	0	**2,165**
5.	**Kim-Hankey Hyundai** Los Angeles, Calif.	Richard Kim	2	70		Excel GL Sedan	16.9	0.7	2,009	0	**2,009**
6.	**Northstar Auto** Thornton, Colo.	Robert E. Yates Jr.	2	51		Excel	17.6	1.1	1,992	0	**1,992**

*Estimate

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7. Century Motor Sales Hyundai Alhambra, Calif.	Leon D. Peskin	1	N.A.		N.A.	20.1*	1.6*	1,900*	0	**1,900***
8. Galpin Hyundai Sepulvedo, Calif	H.F. Boeckmann II	1.5	50	Ford, Suzuki	Excel	15.1	0.5	1,889	0	**1,889**
9. Bob Ciasulli Hyundai Little Falls, N.J.	Bob Ciasulli	30	242	8 franchises	301 XL	69.2	4.8	1,801	0	**1,801**
10. DiFeo Hyundai Jersey City, N.J.	Joseph C. DiFeo	2	45		Excel	16.9	1.0	1,114	0	**1,114**
ISUZU										
1. [illegible] Orlando, Fla.	Terry Ruppenthal	3	166	Oldsmobile, GMC Mitsubishi	I-Mark	77.8	3.9	452	1,162	**1,614**
2. [illegible] Jacksonville, Fla.	Peter Kirkill	7	25		Pickup	26.0	0.6	1,135	150	**1,285**
3. [illegible] Indianapolis, Ind.	David C. McIntire	5	56	Chevrolet	P'up	14.2	1.1	1,168	32	**1,200**
4. [illegible] Orlando, Fla.	Ben Smith	6	50		P'up	13.0	0.7	800	400	**1,200**
5. [illegible] Dayton, Ohio	Mark T. Stevens	3	27		P'up	9.7	0.5	932	7	**939**
6. [illegible] Las Vegas, Nev.	Fletcher Jones Jr.	6	74*	Chevrolet, Mazda	Pickup	18.5*	2.5*	805	60	**865**
7. [illegible] West Islip, N.Y.	John Staluppi	10	200	Olds, Jeep, Eagle, Hyundai	Trooper	17.3	1.3	880	0	**880**
8. [illegible] Austin, Texas	Duke Covert	8	50*	Buick	Trooper	19.5*	2.7*	820	0	**820**
9. [illegible] Fort Lauderdale, Fla.	Clay King	50	300	Oldsmobile, GMC, Suzuki	Pickup	158.1	10.5	765	38	**803**
10. [illegible] Chesapeake, Va.	Thomas M. Gibbs Jr.	7	45	Pontiac, Volvo, Hyundai, Suzuki	Trooper	9.1	0.4	728	10	**738**
JAGUAR										
1. Hempstead Auto Co. Hempstead, N.Y.	Hugh J. Weidinger	53	70		XJ6	42.0	6.0	791	241	**1,032**
2. Hornburg Jaguar Santa Monica, Calif.	William Gaby	40	73	Range Rover	XJ6	37.2	5.1	831	18	**849**
3. Rallye Motors Paramus, N.J.	Manny Sicari	27	55		XJ6	31.0	5.2	687	0	**687**
4. Newport Imports Newport Beach, Calif.	Lee West	8	100	Ferrari, Range Rover Aston Martin	XJ6	26.5*	3.3	590*	0	**590***
5. Miller Automobile Corp. Darien, Conn.	Frank Miller	29	60	Range Rover, Volkswagen	N.A.	40.0	4.5*	540*	0	**540***
6. Overseas Motor Corp. of Dallas Dallas, Texas	Michael Fisher	26	60	Rolls-Royce	XJ6	31.3	4.5	488	4	**492**
7. The Jaguar Collection Coral Gables, Fla.	Joseph DeMaria	30	42		XJ6	22.5*	3.2*	470	0	**470**
8. Terry York Motor Cars Encino, Calif.	Terry York	16	63	Rolls-Royce, Range Rover	XJ6	32.9	4.7	465	0	**465**
9. Sovereign Jaguar Hicksville, N.Y.	Alan Feldman	1	34		XJ6	19.0	2.5	427	0	**427**
10. Main Auto Sales Madison, N.J.	Saul I. Ring, Carl V. Carambio	33	42	Chrysler, Plymouth	XJ6	24.4	2.6	423	0	**423**
MASERATI										
1. [illegible] Rockville, Md.	Eric E. Nelson	5	17	Lamborghini, Panera Zimmer	Spyder	4.0	0.1	64	12	**80**
2. [illegible] St. Petersburg, Fla.	Mark LaPrade	7	22	Lotus, Bertone	Biturbo Coupe	10.6	6.4	83	0	**83**
3. [illegible] Newport Beach, Calif.	James Parkinson	15	36	Saab, Peugeot Alfa Romeo, Bertone	Biturbo	15.0	3.0	69	6	**75**
4. [illegible] Baltimore, Md.	Donald Morrissey	12	5		Biturbo	1.6*	0.2*	64	1	**64**
5. [illegible] Beverly Hills, Calif.	Murray Marks	2	9	Bitter	Spyder	2.5	0.5	55	0	**55**
6. [illegible] Hinsdale, Ill.	John F. Weinberger	25	18	Rolls-Royce, Ferrari	Biturbo Coupe	8.5	0.9	40	0	**40**
7. [illegible] Hatfield, Pa.	Gary Cohen	15	50	Subaru, Peugeot	Biturbo Coupe	12.5	0.7	36	0	**36**
8. [illegible] Houston, Texas	Mike Spiers	3	20	Lamborghini	Spyder	8.0*	3.0*	35	0	**35**
9. [illegible] Englewood, N.J.	Anthony Altomare	1	12		Spyder	3.0	0.1	20	0	**20**
10. [illegible] San Francisco, Calif.	Bruce Qvale	40	70	Jaguar	Spyder	12.0*	3.0*	15	0	**15**
MAZDA										
1. Oak Tree Mazda San Jose, Calif.	Enide Allison	16	89		Trucks	45.1	4.6	3,291	5	**3,296**
2. Canyon Mazda Phoenix, Ariz.	Larry Van Tuyl	13	91		Trucks	38.8	3.2	2,268	140	**2,408**

*Estimate

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3. Billy Barrett Mazda-Volkswagen Dallas, Texas	Billy Barrett	N.A.	N.A.	Volkswagen	N.A.	21.1*	2.8*	2,395*	0	**2,395***
4. Ted Britt Mazda Fairfax, Va.	Ted Britt	N.A.	N.A.		N.A.	18.1*	2.2*	2,390*	0	**2,390***
5. Puente Hills Mazda City of Industry, Calif.	F.E. Hitchcock, Harry Mehterian	5	79	Sterling	626	32.5	2.5	2,167	167	**2,334**
6. Almaden Mazda San Jose, Calif.	Kevan Del Grande	6	57		N.A.	31.0	3.2	2,291	0	**2,291**
7. Freeman Olds-Mazda Irving, Texas	J.W. Freeman	35	190	Oldsmobile	Trucks	72.7	12.2	2,185	21	**2,206**
8. Maple Shade Mazda Maple Shade, N.J.	Bob Dimmerman	N.A.	N.A.		N.A.	17.0*	2.1*	2,135*	0	**2,135***
9. Dom's Import Car Center North Plainfield, N.J.	Donald Toresco	15	54	Subaru	626	26.5	1.9	1,840	0	**1,840**
10. Red McCombs Mazda San Antonio, Texas	B.J. McCombs, J.M. Nevergold	30	300	Ford, Hyundai, Suzuki, Volkswagen, Subaru	B2000	77.0	9.6	1,616	0	**1,616**
MERCEDES-BENZ										
1. Downtown L.A. Motors Los Angeles, Calif.	Nickolas Shammas	28	50		300E	74.8	7.2	1,522	0	**1,522**
2. House of Imports Buena Park, Calif.	Michael O'Donoghue, Ken Rivera	23	170		300E	68.8	10.0	1,470	0	**1,470**
3. Bullyo Motors Glen Cove, N.Y.	Peter Torino	30	120	BMW, Rolls-Royce	300E	85.0	7.0	1,450	0	**1,450**
4. Stephenson Motor Co. Dallas, Texas	James L. Stephenson	10	152		300E	80.0	16.5	1,381	0	**1,381**
5. Ray Catena Motor Cars Edison, N.J.	Ray Catena	33	95		190	72.4	5.5	1,277	0	**1,277**
6. Siemons Imports Newport Beach, Calif.	Jim Siemons	28	170		420SEL	85.8	19.1	1,204	0	**1,204**
7. Mercedes-Benz Manhattan New York, N.Y.	John Wolf	33	N.A.		N.A.	65.0*	9.0*	1,100*	0	**1,100***
8. Euro Motorcars Bethesda, Md.	Michael Jackson	11	110		300E	61.0	7.5	955	0	**955**
9. BMW of Atlanta Atlanta, Ga.	John Ellis	25	90		190E	50.0*	6.5*	900	0	**900**
10. Smythe European San Jose, Calif.	William D. Smythe	41	143	Volvo	N.A.	53.3	10.0	777	120	**897**
NISSAN										
1. ABC Nissan Phoenix, Ariz.	Larry Van Tuyl	19	253		Truck	98.2	10.9	5,542	200	**5,742**
2. Rosenthal Nissan Vienna, Va.	Robert Rosenthal	6	203		Maxima	88.7	9.4	4,819	0	**4,819**
3. Nissan of Downey Downey, Calif.	Carmen Koosa	5	106		Sentra	60.0	6.0	4,610	4	**4,614**
4. Stohlman Nissan-Saab Alexandria, Va.	Edwin L. Stohlman III	17	220	Saab	Sentra	77.4	12.3	3,457	497	**3,954**
5. Moon Nissan Cerritos, Calif.	Robert D. Stephens III	22	144		Sentra	58.7	7.9	3,802	1	**3,803**
6. Harbor Nissan Harbor City, Calif.	Don Graves	17	62		Sentra	60.5	5.5	3,477	179	**3,656**
7. West Covina Nissan West Covina, Calif.	Orval A. Paul	4	105		Truck	50.8	4.4	3,631	0	**3,631**
8. Universal City Nissan Universal City, Calif.	Morrie Sage	18	146		Sentra	60.0	6.0	3,588	8	**3,596**
9. Turner Nissan Sacramento, Calif.	Gordon J. Turner	22	123		2wd Truck	46.0	6.5	1,862	1,537	**3,399**
10. Torrance Nissan Torrance, Calif.	William J. Adkins	19	95		Sentra	50.0	4.0	3,124	103	**3,227**
PEUGEOT										
1. Maplewood Peugeot Maplewood, N.J.	Alan Castroll	11	20		505 Turbo	6.5	0.7	325	0	**325**
2. Eccllo Motors Bellevue, Wash.	Nick Diafos, Stavros Michelakis	8	40	Alfa Romeo, Isuzu Buick	505 Turbo	10.0	0.5	282	0	**282**
3. Colonial Dodge-Peugeot Kensington, Md.	Jack Fitzgerald	3	150	Dodge, Alfa Romeo Trevor Sports Car	505 Turbo S	73.2*	4.3*	238	0	**238**
4. Doran Chevrolet-Peugeot Dallas, Texas	Mike Doran, Ed Doran	41	170	Chevrolet	505 STI	39.0	6.5*	221	0	**221**
5. Frank Jackson C-M-Peugeot Atlanta, Ga.	Frank Jackson	23	100	Lincoln, Mercury, Merkur	505 STI	34.5*	6.5*	183	0	**183**
6. Haywood Clarke Peugeot Richmond, Va.	Haywood B. Hyman	2	28		505 STI	4.5	0.8	180	0	**180**
7. Foreign Motors West Malick, Maui.	Thomas R. Mix	17	115	BMW, Mercedes-Benz Range Rover, Rolls-Royce	505 STX	39.9	8.0	152	0	**152**
8. Sue Smith Motors Ridgewood, N.J.	Michael K. Smith	9	45	Lincoln, Mercury, Merkur	505 STI	5.0	2.5	135	15	**150**

*Estimate

TOP SELLING IMPORT FRANCHISES

Rank	(ALL DOLLAR FIGURES IN MILLIONS)	Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1986 sales all franchises, depts. at location	Parts & service volume	Retail new units	1986 fleet sales	Total 1986 new units
9.	**Autos Vega** San Juan, Puerto Rico	Ramon Vega	22	70	Ford, Lincoln, Mercury, Hino, Mitsubishi	505 Sedan	18.5	1.5	139	0	139
10.	**Peugeot Charlotte** Charlotte, N.C.	Mike DeMeritt	6	18		505 STI	2.5	0.5	125	0	125
PORSCHE											
1.	**Forest Lane Porsche-Audi** Dallas, Texas	Kirk Franceschini	8	90	Alfa Romeo, Audi	944	45.6	7.9	558	0	**558**
2.	**Southpoint Porsche-Audi** Houston, Texas	Wayne G. Wickman	5	65	Audi	944	29.9	6.0	396	0	**396**
3.	**Lynch Imports** Chicago, Ill.	Richard V. Lynch Jr.	6	150	Audi, Saab Volkswagen	944	48.1	6.1	371	0	**371**
4.	**Jim Ellis Atlanta** Atlanta, Ga.	James W. Ellis Jr.	5	80	Audi, Sterling	944	38.9	6.3	330	0	**330**
5.	**The Porsche Collection** Miami, Fla.	Joseph DeMaria	30	N.A.	Audi	N.A.	20.0*	3.0*	319	0	**319**
6.	**The Porsche Place** New York, N.Y.	Jerry Schweizer	15	70	Audi	N.A.	30.0	5.2	313	0	**313**
7.	**Jack Daniels Motors** Fair Lawn, N.J.	John J. Daniels	15	51	Audi	944	30.8	4.2	292	0	**292**
8.	**HBL Inc.** Vienna, Va.	George C. Andreas	20	140	Mercedes-Benz, Audi Range Rover	944	51.0	7.2	280	0	**280**
9.	**Brumes Atlanta Porsche-Audi** Atlanta, Ga.	Deborah M. Gregg	10	70	Audi	944	25.0*	5.0	275	0	**275**
10.	**Braman Porsche-Audi** Miami, Fla.	Norman Braman	N.A.	N.A.	Audi	N.A.	22.0*	4.0*	270*	0	**270***
ROLLS-ROYCE											
1.	**Carriage House Motor Car** New York, N.Y.	Michael Schudroff	3.5	56		Silver Spur	23.5*	2.1*	173	0	**173**
2.	**Gregg Motors Rolls Royce** Beverly Hills, Calif.	Howard Schneider	N.A.	N.A.		N.A.	18.0*	2.0*	110*	0	**110***
3.	**Newport Beach Auto Center** Newport Beach, Calif.	Steve Bren	27	130	Porsche, Audi, Chevrolet	Silver Spur	17.5*	2.1*	80	0	**80**
4.	**Braman Motors** West Palm Beach, Calif.	Norman Braman	5	60	Bentley, BMW, Maserati, Sterling	Corniche	36.5	4.4	65	6	**71**
5.	**Terry York Motor Cars** Encino, Calif.	Terry York	16	63	Jaguar, Range Rover	N.A.	33.0	4.7	50	0	**50**
6.	**Rollys Motors** Glen Cove, N.Y.	Peter Torian	30	120	BMW, Mercedes-Benz	Silver Spur	85.0	7.0	37	0	**37**
7.	**Autobahnmobile** San Francisco, Calif.	Martin Swig	18	320	15 franchises	Silver Spur	95.0	15.0	33	0	**33**
8.	**Donosaur Motor Corp. of Dallas** Dallas, Texas	Michael Fisher	26	60	Jaguar	Silver Spur	31.3	4.5	30	0	**30**
9.	**F.C. Kerbeck & Sons** Palmyra, N.J.	Frank R. Kerbeck	19	95	Saab	N.A.	16.5*	1.6*	28*	0	**28***
10.	**Rosnak/Pasadena** Pasadena, Calif.	Paul Rusnak	26	N.A.		Silver Spur	10.0*	1.5*	24*	0	**24***
SAAB											
1.	**Ramsey Saab** Ramsey, N.J.	Raymond Van Duren	9	45		900S	19.4	2.3	752	0	**752**
2.	**Mark Singleton Saab** Marietta, Ga.	Mark Singleton	12	38		900S	16.0	1.7	609	7	**616**
3.	**Zumbach Sport Cars** New York, N.Y.	Werner G. Maeder	82	65	Alfa Romeo, Peugeot Range Rover	900 Turbo	16.9	3.9	565	0	**565**
4.	**Hanley Dawson Toyota-Saab** Chicago, Ill.	Hanley Dawson Jr.	5	20	Chrysler, Plymouth, Mitsubishi, Subaru, Toyota	900S	10.5	1.5	530	12	**542**
5.	**Stohlman Nissan-Saab** Alexandria, Va.	Edwin L. Stohlman III	17	220	Nissan	9000 Turbo	77.4	12.3	393	63	**456**
6.	**Patrick Saab** Schaumburg, Ill.	Hanley Dawson III	6	20	BMW, Cadillac	900S	11.0	2.0	446	0	**446**
7.	**VOB Auto Sales** Rockville, Md.	Richard A. Rankin	22	175	Nissan	900	42.5	7.0	416	0	**416**
8.	**Bankston Lincoln-Mercury-Saab** Dallas, Texas	W.O. Bankston	17	145	Lincoln, Mercury	900S	61.0	8.0	409	0	**409**
9.	**Gaston Andrey of Framingham** Framingham, Mass.	Gaston Andrey	31	39	Alfa Romeo, Ferrari	900 Turbo	7.0	2.1	405	0	**405**
10.	**Clews & Strawbridge** Frazer, Pa.	Harry B. Zimmerman	33	30		900 S	12.0	1.2	385	0	**385**
SUBARU											
1.	**Wilmington Subaru** Wilmington, Mass.	Bernard Ristuccia Jr.	4	136		Station Wagon	5.4	1.2	1,413	501	**1,914**
2.	**Bert Subaru** Englewood, Colo.	Mark Meracher	15	70		N.A.	17.2*	2.3*	1,335*	0	**1,335***
3.	**Norwood Subaru** Norwood, Mass.	William DiCarlo	15	34		GL Wagon	14.9	1.5	1,234	0	**1,234**
4.	**Century Subaru** Vernon, Conn.	Michael Ferranti	N.A.	N.A.		N.A.	14.5*	2.0*	1,075*	0	**1,075***

*Estimate

continued →

TOP SELLING IMPORT FRANCHISES

Rank (ALL DOLLAR FIGURES IN MILLIONS)	Principal or top official	Years in business	Employees	Other makes, same location	Best selling model	Total 1986 sales all franchises, depts. at location	Parts & service volume	Retail new units	1986 fleet sales	Total 1986 new units
1. Subaru Subaru Aurora, Colo.	Gene Osborn	N.A.	75*		N.A.	12.5*	1.7*	1,028*	0	1,028*
2. Stohlman Volkswagen-Subaru Tysons Corner, Va.	Richard H. Stohlman	32	102	Volkswagen	Station Wagon	30.5	4.5	949	0	949
3. Continental Motor Co. Anchorage, Alaska	Peter W. Adolf	17	64	Volvo	4x4 GL Station Wagon	17.1	3.4	843	37	880
4. Rockville Subaru Rockville, Md.	Joseph Herson	73	40		Station Wagon	11.9	1.1	878	0	878
5. Lynch Motors Santa Monica, Calif.	Claes Marald	N.A.	N.A.		N.A.	13.0*	2.0*	850*	0	850*
10. Natick Subaru Natick, Mass.	Robert A. O'Connell, David Lainberry	30	40		4-door Sedan	13.3	2.1	801	0	801
TOYOTA										
1. Longo Toyota El Monte, Calif.	John Clark	20	277		2wd Truck	228.0	15.5	14,334	4,000	**18,334**
2. Gateway Toyota Toms River, N.J.	Kenneth L. Hagen	14	175		Camry	133.2	4.2	10,917	1,905	**12,822**
3. Kendall Toyota Miami, Fla.	Gerald F. Bean	N.A.	N.A.		N.A.	130.0*	10.0*	4,100*	8,500*	**12,600***
4. Sterling McCall Toyota Houston, Texas	Sterling B. McCall Jr.	17	115		2wd Truck	74.7	7.0	4,351	3,185	**7,536**
5. Toyota of Orange Orange, Calif.	David Wilson	15	126		Camry	100.0	5.8	5,800	925	**6,725**
6. Toyota of Cerritos Cerritos, Calif.	Lewis M. Webb	11	132		Corolla	93.4	9.7	5,412	621	**6,033**
7. Bingham Toyota Clovis, Calif.	B.C. Bingham	16	70		Camry	65.7	3.3	1,446	4,272	**5,718**
8. Toyota of Garden Grove Garden Grove, Calif.	Jan Goodrow	7	126		Camry	72.8	5.3	3,861	1,517	**5,378**
9. Toyota of Hollywood Hollywood, Fla.	Craig M. Zinn	14	183		Corolla	95.5	5.3	4,972	0	**4,972**
10. Norwalk Toyota Norwalk, Calif.	Orval A. Paul	23	118		2wd Truck	60.1	7.7	2,481	1,721	**4,202**
VOLKSWAGEN										
1. Jim Ellis Volkswagen Atlanta, Ga.	Jim Ellis	18	84		Jetta	29.3	4.6	1,483	0	**1,483**
2. South County Volkswagen Huntington Beach, Calif.	Danny McKenna	9	80		Jetta	27.0	3.1	1,390	0	**1,390**
3. Douglas Motors Corp. Summit, N.J.	Peter T. Liebman	23	55	Sterling	Jetta	31.7	3.3	1,342	0	**1,342**
4. Volkswagen Santa Monica Santa Monica, Calif.	W.H. Sullivan	43	150	Hyundai	Jetta	23.9	7.1	1,200	0	**1,200**
5. VW of Downtown Los Angeles Los Angeles, Calif.	Nickolas Shammas	28	50	Chevrolet, Mitsubishi	Jetta	17.3	2.6	1,134	0	**1,134**
6. Stohlman Volkswagen-Subaru Tysons Corner, Va.	Richard H. Stohlman	32	102	Subaru	Jetta	30.5	4.5	1,073	0	**1,073**
7. Queensboro Volkswagen Woodside, N.Y.	Eugene S. Weisberg	34	80		Jetta	29.5*	3.8*	1,044	25	**1,069**
8. Bob Faeber Volkswagen Van Nuys, Calif.	Bob Faeber	5	30	Maserati	Jetta	16.1	1.2	947	0	**947**
9. Antonio Volkswagen Sunnyvale, Calif.	Stan Antonio	6	48		Jetta	17.0	3.3	900	31	**931**
10. IRL Inc. Fairfax, Va.	George C. Andreas	29	85	Volvo	Jetta	19.6	3.2	900	20	**920**
VOLVO										
1. Dyer & Dyer Chamblee, Ga.	Richard S. Dyer Jr.	8	230		740 GLE	101.0	11.4	2,352	342	**2,694**
2. San Diego Volvo Inc. San Diego, Calif.	Manny Jardin, Wes Hinkle	11	110		740 GLE	38.4	5.8	1,425	100	**1,525**
3. Warren Henry Volvo Inc. Miami, Fla.	Warren Henry Zinn	11	132		DL	39.9	5.2	1,398	0	**1,398**
4. Volvoville, USA Massapequa, N.Y.	Michael Lazarus	24	104		740 GLE	38.1	5.7	1,316	0	**1,316**
5. 128 Volvo Reading, Mass.	Thomas McManus Jr.	18	45		DL	20.0	7.0	1,300	0	**1,300**
6. Don Beyer Motors Falls Church, Va.	Donald S. Beyer	14	96		DL	28.7	3.9	1,095	0	**1,095**
7. Precision Volvo Richardson, Texas	Will Browning	25	70		740 GLE	28.0	3.8	1,040	0	**1,040**
8. Autobahn Volvo Fort Worth, Texas	John S. Chase	8	59		740	25.0	3.0	1,027	0	**1,027**
9. Brown's Volvo-Subaru Alexandria, Va.	William E. Schuling	N.A.	N.A.	Subaru	N.A.	26.5*	2.7*	990*	0	**990***
10. Smythe European San Jose, Calif.	William D. Smythe	41	143	Mercedes-Benz	240	53.3	10.0	857	111	**968**

*Estimate

The man who could be king

William Clay Ford Jr. is content with being managing director of Ford Switzerland — for now

By Richard Johnson

ZURICH, Switzerland — William Clay Ford Jr. didn't so much join Ford Motor Co. in 1979. It was more like getting shot out of a cannon — and he has been rocketing through the company ever since.

To no one's surprise, the great-grandson of company founder Henry Ford and son of vice-chairman William Clay Ford is on a fast track. More important is the fact that he appears up to the challenge. After a wide-sweeping whirlwind first leg of his career, Bill Ford has landed here as managing director of Ford Switzerland.

At age 30, the young executive would not mind putting down a root or two. "I think it's clearly time to settle into a career path," he says. "As my responsibilities increase, I can't go jumping from job to job, like I have in the past. But it wasn't a bad way to start."

He began in advanced-vehicle product planning in Dearborn, Mich., and soon moved to the company's Wayne, Mich., assembly plant to participate in the Escort/Lynx launch.

Next he was a Ford Division zone manager in New York state, then returned to company headquarters in Dearborn to serve on the 1982 UAW contract-bargaining team.

That was followed by stints at North American Automotive Operations marketing and Ford Division advertising, before diverting just long enough to earn a master's degree in management from the Massachusetts Institute of Technology's Sloan School of Management.

Afterward, he worked in finance at Latin American Automotive Operations in Dearborn, then became product-planning manager for two joint-ventures with Mazda Motor Corp., involving Mercury Tracer and Ford Festiva cars.

In July 1986, he arrived in England as head of commercial-vehicle marketing for Ford of Europe, launching the new Transit van. Fourteen months later, when the Swiss job opened, he was granted his request for a national managing-director position in Europe.

"I would like to see the pace (of job changes) slow down," he says. "I think it was good initially, because I've really seen a lot of the company. I've had a chance to see how the various operations work, and to get to know people. But my last job was longer than most of the previous ones, and I hope this one is a couple of years, at least."

While his cousin, Edsel Ford II, has made a name for himself in the company's marketing realm, Bill Ford will not necessarily pursue a sales path.

"Finance and product development are also areas that have great interest for me," he says. "I think one of the strengths of my background is that it keeps a general management kind of career open. I have a general business background — both educationally and in job experience — so I don't think I've closed any doors, as far as a career path."

Including credit offices, the Ford Switzerland operation comprises about 100 people. It has 73 primary dealers and 250 sub-dealers (small garages affiliated with main dealers).

Bill Ford — the only American in the Zurich office — oversees the sales organization and credit, as well as parts and service and tractor operations, whose managers also report to European headquarters.

"I asked for this job," he says. "I really wanted an operating job that had profit-and-loss responsibility. It was ideal because, at this stage in my career, I didn't see where else I could have this kind of responsibility. I really have everything here except manufacturing."

He adds: "It's a good size — about in the middle of the 15 national companies in Europe. And security isn't a consideration; Switzerland is very safe."

According to statistical firm AID Ltd., Ford ranked fifth in new-car registrations in Switzerland in 1986 with 24,394 — behind VW-Audi Group (47,716), GM-Opel (39,138), Peugeot (26,679) and Toyota (24,555) — for 8.1 percent of the market.

Unfortunately, Bill Ford arrived here at a difficult time. The Swiss have phased in 1983 U.S. emissions legislation, temporarily leaving the company without a full upper-range product line in the country.

As a result, according to industry statistical sources, Ford sales in Switzerland this year were down 14.6 percent through October, while market share fell about 1 percentage point from last year.

"Our share is down, largely attributable to the engine situation," concedes Ford. "There is a lot of disposable income in Switzerland, it is a very high-image market and we lost our image products. We don't have the Cosworth Sierra, we don't have the 4x4 Sierra and Scorpio, or the turbo Escort; in fact, we don't have any turbos here, and that hurts.

However, prospects are destined to improve in 1988 when several models return to the lineup about mid-year.

In addition, Ford Switzerland is about to reintroduce some U.S. products, one of the first Ford national companies in Europe to do so. In January, the Bronco II and Taurus wagon will be launched.

Bill Ford believes Bronco II is right for the growing four-wheel-drive phenomenon in Europe, and figures the Taurus wagon will fill the void created by lack of a Scorpio wagon in Europe.

"With the dollar declining and U.S. quality up so dramatically over the past few years, I think these products are really going to do well here," he says.

Ford Switzerland also may receive other models from the U.S., possibly for the 1989 model year. Prospects include the Aerostar van, Thunderbird Turbo Coupe and Lincoln Continental.

Bill Ford also would like the five-liter V-8-powered Mustang GT, but it does not meet Switzerland's engine-noise limitations.

Switzerland traditionally has absorbed a relatively high volume of American cars. General Motors, for example, offers several U.S.-made models, and in 1987 through October had sold approximately 1,200 units, about one-third of all U.S.-built GM cars sold in Europe.

Because the Swiss market is among the most competitive in Europe, it is an excellent training ground for a young executive. Switzerland has no restraints on Japanese imports, its personal income is high and the citizenry is relatively cosmopolitan.

Observes Ford: "I think there are a lot of similarities between Switzerland and America. Both are consumer-driven societies."

Despite his youth, Bill Ford is in a unique position to assess the global-car concept embraced by Ford Motor Co., having traveled from the halls of product planning in Dearborn to the specific-market challenge of a small but strategic foreign country.

He says, "I think a world car can and will work. It has to work. One of Ford's great strengths is that we are a very strong international company, and we need to capitalize on that strength. If you look at how the Swiss market is open and receptive to U.S. products, it shows there really is a (global) convergence now, in both product and customer taste."

Because most of the company's top executives over the past two decades have had overseas experience, working at Ford of Europe is popularly viewed as a key to upper-management ascension.

Says Bill Ford: "The experience here has helped me a lot. Ford of Europe is a much smaller outfit than Ford North America. You can get your arms around it a lot easier. You get to know all the people, and you have much more input into management decisions. At a younger age, and at a relatively lower rung on the ladder, you can have more influence in Europe. The amount of knowledge one absorbs is pretty great."

Some industry observers believe that, of the four family cousins now working in the company, William Clay Ford Jr. has the best shot at rising to the top. Neither Edsel, 38, nor Bill has hidden his ambitions under a basket. But they aren't necessarily rivals. There is enough of an age difference for some to suggest the possibility of Bill succeeding Edsel as chairman someday.

Some also say Edsel has helped clear a path for his younger cousin by proving his competence in key marketing positions and by defusing the nepotism issue with his intelligence, candor and sense of humor.

"Edsel and I are different people, but he has done a great job and probably has made it easier for me," says Bill.

Does William Clay Ford Jr. covet the chairman's position once occupied by his great grandfather and his uncle?

He replies: "I wouldn't be much of a businessman if, at this stage in my life, I didn't set lofty goals for myself. That would be true if I were self-employed or working for IBM. But whether it's *the* top job or *a* top job doesn't much matter. Once you get within striking distance of the top, they're all important. Yes, I've got high goals for myself, but I don't think there is just one job that could make me happy."

Meantime, he remains unpretentious and seemingly at ease with his prince-like status within the company. He says, "There is no question the name Ford helps. It helps get your foot in the door. But it's up to you to push the door open and walk through. You've got to prove you're as good as the next person. I think, in many ways, people look at us with the Ford name a bit more critically. But that's OK. I kind of like that."

Now and again, he says, he has thought about pursuing a career outside of Ford: "A lot of people feel it's pre-ordained — your name is Ford, and you're going to work at Ford. I never really felt that. When I joined the company, I felt that everything I had in life was due to Ford Motor Co. and, therefore, I owed it an honest shot. But my father said to me, 'Don't do it unless you want it, because you won't be doing anybody any favors.' Fortunately, I've enjoyed it. But I did, and still do, give thought to other endeavors. It's only natural." ■

Vehicle Production in Japan

	10 mos., 1987	10 mos., 1986	% change
Passenger cars	6,577,273	6,567,481	+ 0.1
Trucks	3,607,343	3,714,014	– 2.9
Buses	41,579	35,686	+16.5
Total	10,226,195	10,317,182	– 0.9

Japanese Passenger Car Production, By Size*

	10 mos., 1987	10 mos., 1986	% change
Regular	477,595	418,859	+14.0
Small	5,993,022	6,032,520	– 0.7
Mini	106,656	116,103	– 8.1
Total	6,577,273	6,567,482	+ 0.1

*—Sizes are based on piston displacement. Regular, 2,001cc and larger; Small, 551cc to 2,000cc; Mini, 550cc and smaller.

New Vehicle Registrations in Japan

	10 mos., 1987	10 mos., 1986	% change
Passenger cars	2,708,464	2,648,404	+2.3
Trucks	2,248,863	2,113,332	+6.4
Buses	19,363	18,912	+2.4
Total	4,976,690	4,780,648	+4.1

Japanese Vehicle Exports*

	10 mos., 1987	10 mos., 1986	% change
Passenger cars	3,815,627	3,897,812	– 2.1
Trucks	1,493,694	1,693,449	–11.8
Buses	28,574	22,818	+25.2
Total	5,337,895	5,614,079	– 4.9

*—Includes knock-down kits exported to overseas countries for assembly.

Japanese Exports to the U.S.*

	10 mos., 1987	10 mos., 1986	% change
Passenger cars	1,823,514	1,953,282	– 6.6
Trucks	758,635	905,660	–16.2
Buses	1	0	—
Total	2,582,150	2,858,942	– 9.7

*—Includes Alaska and Hawaii, but not Puerto Rico and other island territories.
SOURCE: Japan Automobile Manufacturers Association.

OVERSEAS PRODUCTION

UNITED KINGDOM
Cars

	9 mos. 1987	9 mos. 1986
Carbodies	1,498	1,586
Ford	297,415	240,001
Jaguar	35,050	30,092
Lotus	603	485
Panther	152	204
Reliant	175	230
Rolls-Royce	1,819	1,865
Rover Group	333,371	303,993
Austin Rover	319,006	293,585
Range Rover	14,365	10,408
TVR	408	403
Vauxhall	136,318	117,042
Others	468	436
Total	845,025	741,161

Vans, trucks, buses

Bedford	36,212	38,148
ERF	1,967	1,422
Foden	534	390
Ford	73,524	66,799
Hestair-Dennis	578	487
Iveco-Ford	10,398	2,627
Leyland-Daf UK	22,392	21,876
Freight Rover	14,750	13,470
Leyland	7,642	8,406
Metro-Cammell Weymann	408	181
Reliant	8	17
Renault TI	3,622	3,188
Rover Group	26,599	29,993
Austin Rover	11,965	14,509
Land Rover	14,015	15,934
Other Rover	619	0
Seddon Atkinson	1,333	1,189
Others	92	126
Total	178,302	166,443
Total vehicles	1,023,327	907,604

FRANCE
Cars

	9 mos. 1987	9 mos. 1986
Peugeot SA	1,201,104	1,071,024
Citroen	482,033	384,756
Peugeot/Talbot	719,071	686,268
Renault	1,020,656	932,238
Total	2,221,760	2,003,262

Vans, trucks, buses

CBM	0	37
Heuliez	186	121
Iveco-Unic	51	61
Peugeot SA	116,971	113,152
Citroen	52,799	53,292
Peugeot/Talbot	64,172	59,860
Renault/RVI	196,228	191,875
Sovam	70	55
Total	313,506	305,301
Total vehicles	2,535,266	2,308,563

JAPAN
Cars

	9 mos. 1987	9 mos. 1986
Daihatsu	105,009	112,619
Fuji	197,525	214,614
Honda	734,883	756,320
Isuzu	159,305	157,772
Mazda	634,682	615,814
Mitsubishi	430,187	444,027
Nissan	1,378,710	1,357,206
Suzuki	221,944	216,360
Toyota	1,993,322	2,006,248
Total	5,855,567	5,880,980

Vans, trucks, buses

Daihatsu	335,907	338,233
Fuji	254,713	246,001
Hino	47,069	42,929
Honda	169,929	160,683
Isuzu	243,600	259,169
Mazda	259,185	299,361
Mitsubishi	483,487	444,995
Nissan	331,961	369,058
Nissan Diesel	25,915	24,606
Suzuki	418,030	427,974
Toyota	697,799	736,762
Others	291	577
Total	3,230,771	3,318,119
Total vehicles	9,123,453	9,231,378

OVERSEAS REGISTRATIONS

UNITED KINGDOM
Cars

	11 mos. 1987	11 mos. 1986
BMW	36,126	34,780
Daihatsu	4,522	5,186
Fiat Auto	70,762	63,498
Fiat	65,313	58,322
Lancia	3,282	2,995
Alfa Romeo	2,167	2,181
Ford	550,081	492,492
FSO	4,571	4,389
GM/Vauxhall	258,770	271,970
Honda	22,978	19,877
Hyundai	8,737	7,215
Jaguar	10,709	7,169
Lada	23,656	18,842
Lotus	447	427
Mazda	17,596	17,268
Mercedes-Benz	21,352	19,506
Mitsubishi	11,402	11,317
Nissan	107,872	104,097
Panther	86	58
Peugeot SA	141,018	116,230
Citroen	44,635	33,502
Peugeot/Talbot	96,383	82,728
Reliant	178	285
Renault	76,402	65,811
Rolls-Royce	811	790
Rover Group	289,195	285,604
Austin Rover	284,356	281,596
Range Rover	4,839	4,008
Saab	9,964	9,863
Skoda	13,727	12,097
Subaru	4,682	3,610
Suzuki	5,419	4,160
Toyota	37,456	35,258
VW Group	113,365	111,695
VW-Audi	105,477	106,171
Seat	7,888	5,524
Volvo	66,762	65,422
Zastava	7,989	8,160
Others	3,125	3,973
Total	1,922,409	1,801,586

JAPAN
Cars

	9 mos 1987	9 mos 1986
Daihatsu	58,946	69,850
Fuji	50,130	55,575
Honda	234,155	218,325
Isuzu	44,973	44,845
Mazda	148,317	143,812
Mitsubishi	115,923	113,082
Nissan	581,853	591,921
Suzuki	47,572	50,290
Toyota	1,064,102	1,029,417
Imports (all)	71,674	50,409
Total	2,417,645	2,367,526

Vans, trucks, buses

Daihatsu	302,390	288,040
Fuji	191,065	174,136
Hino	34,609	30,311
Honda	157,835	148,071
Isuzu	92,274	85,875
Mazda	117,182	121,657
Mitsubishi	292,189	274,248
Nissan	195,355	190,784
Nissan Diesel	19,865	16,898
Suzuki	331,729	317,061
Toyota	302,459	272,053
Imports (all)	152	135
Total	2,037,104	1,919,269
Total vehicles	4,454,749	4,286,795

WEST GERMANY
Cars

	9 mos 1987	9 mos 1986
Alpina	182	156
AMC	1,271	429
BMW	108,228	110,596
Bertone	190	349
Daihatsu	9,341	9,215
Fiat Auto	104,911	100,874
Fiat/Lancia	99,416	94,981
Alfa Romeo	5,136	5,580
Ferrari	359	313
Ford	216,656	220,116
GM/Opel	339,245	317,958
Honda	33,956	37,791
Isuzu	4,244	4,262
Jaguar	1,707	1,416
Lada	8,008	7,827
Mazda	67,717	64,592
Mercedes-Benz	225,670	230,181
Mitsubishi	51,552	45,670
Nissan	63,909	62,538
Peugeot SA	94,424	101,797
Citroen	34,641	36,119
Peugeot/Talbot	59,783	65,678
Porsche	6,828	8,704
Renault	65,715	68,281
Rover Group	8,373	9,886
Austin Rover	7,521	9,061
Land Rover	852	825
Saab	4,076	3,587
Skoda	1,964	2,620
Subaru	11,324	11,103
Suzuki	19,511	17,261
Toyota	69,505	68,715
VW Group	650,971	602,355
Volkswagen	487,098	489,414
Audi	155,913	109,162
Seat	7,960	3,779
Volvo	12,412	12,834
Others	1,249	1,085
Total	1,950,700	1,898,597

NORWAY
Cars

	10 mos 1987	10 mos 1986
Alfa Romeo	91	186
BMW	1,638	4,050
Chrysler/Dodge	57	29
Citroen	2,643	2,687
Daihatsu	713	1,526
Fiat	4,098	5,343
Ford Europe	14,059	22,069
Ford U.S.	57	6
GM-Opel	10,357	17,635
GM U.S.	180	119
Honda	2,862	4,337
Isuzu	112	84
Jaguar	50	43
Jeep	13	9
Lada	1,656	2,366
Lancia	445	424
Mazda	7,378	11,590
Maserati	14	12
Mercedes-Benz	2,155	3,677
Mitsubishi	4,529	5,377
Nissan	6,195	9,463
Peugeot	3,820	5,891
Porsche	14	25
Renault	717	1,065
Rover	26	7
Saab	1,405	2,734
Skoda	353	370
Subaru	2,133	2,690
Suzuki	757	879
Toyota	13,723	17,390
VW-Audi	9,545	14,656
Volvo	7,720	12,311
Total	149,083	99,464

SWEDEN
Cars

	10 mos 1987	10 mos 1986
BMW	4,447	3,820
Bertone	0	12
Chrysler/Dodge	8	1
Daihatsu	1,420	1,358
Fiat Auto	7,270	6,633
Fiat	4,990	3,768
Lancia	1,157	1,795
Alfa Romeo	1,104	1,057
Ferrari	19	13
Ford	28,271	24,987
GM-Opel	25,431	22,137
Honda	3,256	3,422
Isuzu	123	1
Jaguar	88	32
Lada	2,253	1,479
Mazda	11,422	10,677
Mercedes-Benz	6,303	6,295
Mitsubishi	2,875	1,990
Nissan	14,708	12,087
Peugeot SA	8,876	6,162
Citroen	3,576	2,518
Peugeot/Talbot	5,300	3,644
Porsche	384	425
Renault	3,945	2,825
Rolls-Royce	12	3
Saab	23,026	23,387
Skoda	85	146
Subaru	1,325	1,216
Suzuki	1,913	898
Toyota	17,731	14,685
VW Group	31,657	25,662
Volkswagen	19,349	16,981
Audi	11,151	8,681
Volvo	58,324	50,899
Others	69	43
Total	254,074	219,398

SWITZERLAND
Cars

	9 mos 1987	9 mos 1986
BMW	9,896	7,997
Bertone	50	288
Daihatsu	907	816
Innocenti/Maserati	159	209
Fiat Auto	23,494	24,963
Ferrari	236	266
Fiat	14,895	15,262
Lancia	3,891	3,883
Alfa Romeo	4,472	5,552
Ford	17,501	20,181
GM-Opel	30,827	32,38[illegible]
Honda	5,891	6,7[illegible]
Isuzu	565	603
Jaguar	573	355
Lada	335	165
Mazda	6,152	7,690
Mercedes-Benz	7,194	7,424
Mitsubishi	9,024	6,561
Nissan	10,555	8,422
Peugeot SA	19,835	21,240
Citroen	8,167	7,102
Peugeot/Talbot	11,668	14,138
Porsche	952	1,417
Puch	87	70
Renault	13,459	13,268
Rolls-Royce/Bentley	76	85
Rover Group	1,568	1,739
Saab	1,501	1,424
Skoda	47	98
Subaru	10,672	9,706
Suzuki	3,037	2,967
Toyota	20,423	19,113
VW Group	38,402	39,540
Volkswagen	25,658	26,478
Audi	9,854	10,476
Seat	2,890	2,586
Volvo	3,890	4,399
Others	448	485
Total	237,510	240,232

ITALY (sales)
Cars

	9 mos 1987	9 mos 1986
ARO	2,269	1,647
BMW	13,895	15,775
Chrysler	16	3
Daihatsu	251	180
DeTomaso	12,314	12,879
Innocenti	9,424	10,110
Maserati	2,890	2,769
Fiat Auto	921,961	857,821
Fiat	675,520	634,437
Alfa Romeo	91,132	90,289
Lancia/Autobianchi	154,582	132,508
Ferrari	727	587
Ford	61,103	53,429
GM/Opel	46,176	44,945
Honda	96	171
Hyundai	1,746	909
Isuzu	77	0
Jaguar	493	223
Lada	978	863
Mazda	9	22
Mercedes-Benz	20,368	15,347
Mitsubishi	350	281
Nissan	12	10
Peugeot SA	115,671	98,572
Citroen	54,105	47,975
Peugeot/Talbot	61,566	50,597
Porsche	639	608
Renault	123,693	118,565
Rolls-Royce	21	25
Rover Group	18,457	20,036
Saab	2,838	2,636
Skoda	1,408	1,294
Subaru	255	110
Suzuki	7,837	4,006
Toyota	1,314	611
UAZ	810	676
UMM	0	32
VW Group	177,739	143,567
Volkswagen	111,902	99,068
Audi	17,649	10,009
Seat	48,188	34,490
Volvo	13,055	13,060
Others	320	1,300
Total	1,546,261	1,410,771

BRAZIL (sales)
Cars, light commercial vehicles

	11 mos 1987	11 mos 1986
Agrale	1,164	1,441
Engesa	626	419
Fiat Auto	67,529	94,536
Ford	110,841	163,413
General Motors	135,148	191,466
Gurgel	1,719	1,909
Mercedes-Benz	29,820	31,675
Saab-Scania	3,978	4,584
Santa Matilde	17	184
Toyota	3,305	3,286
Volkswagen	167,651	307,604
Volvo	2,295	2,397
Total	524,093	802,914

SALES

Canada sales of North American cars rise 6.9%; GM up

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Sales of North American-built cars in Canada jumped 6.92 percent in November from the year-ago period, partially due to increases posted by General Motors.

Canadian new-car dealers sold 51,970 North American-built cars last month compared to 48,606 in November 1986. GM sold 29,913 North American-built cars, up 10.63 percent. Ford sold 12,040 domestic cars, up 1.80 percent. Chrysler delivered 9,020 North American-built cars, down 5.25 percent.

Among the import companies with Canadian plants, Honda sold 896 Canadian-built Hondas (all Accord models) compared to 60 in November 1986, the first month it produced cars in its Alliston, Ontario, plant.

Volvo sold 101 Canadian-built cars last month compared to 160 cars in November 1986.

CANADA MARKET SHARES November 1987

Cars	
General Motors	57.56%
Ford Motor Co.	23.17%
Chrysler/AMC	17.36%
Honda	1.72%
Volvo	.19%
Trucks	
General Motors	40.72%
Ford Motor Co.	35.28%
Chrysler/Jeep	24.00%

GM continued to offer a choice of free air conditioning, free automatic transmissions or $500 on selected cars and trucks. Consumers could also receive free GM Protection Plan benefits by buying selected models, some of which were included in the previously mentioned incentives.

Ford offered $500 cash rebates on 1987 and 1988 Ford Taurus, Escort and F-series truck models and $1,000 rebates on 1987 and 1988 Merkur XR4Ti models.

Truck sales in Canada continued to soar, with sales of domestic trucks rising 34.33 percent. Canadian dealers delivered 32,527 domestic trucks last month compared with 24,214 a year ago.

Ford and Chrysler set monthly truck records. Ford sold 11,473 trucks (all North American-built) in November, up 32.70 percent. Its previous November truck record was set in 1979 when 10,098 trucks were sold.

Chrysler sold 7,809 trucks last month, up 73.88 from 4,491 sold in November 1986, which was the previous November record. Chrysler's November truck sales include 5,345 domestic Dodge trucks and 2,128 Jeeps. The company purchased American Motors and its Jeep operations on Aug. 5, 1987.

GM delivered 13,245 domestically built trucks, up 19.57 percent from November 1986.

CANADIAN SALES OF NORTH AMERICAN-BUILT VEHICLES

	Nov. 1987	Nov. 1986	Pct. Change	11 mos., 1987	11 mos., 1986	Pct. Change
CHRYSLER/AMC						
Cars	9,020	9,520	– 5.25	130,016	142,585	– 8.81
Trucks-Jeep	7,809	4,491	+73.88	75,268	49,512	+52.02
GM						
Cars	29,913	27,039	+10.63	343,556	377,881	– 9.08
Trucks	13,245	11,077	+19.57	129,296	125,760	+ 2.81
FORD						
Cars	12,040	11,827	+ 1.80	178,843	174,875	+ 2.27
Trucks	11,473	8,646	+32.70	135,531	114,614	+18.25
VOLVO						
Cars	101	160	–36.88	2,067	2,402	–13.95
HONDA	896	60	—	11,396	60	—
TOTAL CAR	51,970	48,606	+ 6.92	665,878	697,803	– 4.58
TOTAL TRUCK	32,527	24,214	+34.33	340,095	289,886	+17.32

In addition to North American-built cars, General Motors also sold 1,066 Chevrolet Sprints, 933 Pontiac Fireflys, 114 Chevrolet Spectrums, 90 Pontiac Sunbursts and 12 Isuzu I-Marks.

Ford sold 45 Merkur XR4Tis, 613 Tracers and 15 Scorpios. Chrysler sold 958 Mitsubishi cars, 11 Peugeots and 77 Renault Medallions. Honda sold 3,853 imported Hondas and 600 Acuras, all from Japan. Volvo sold 377 Swedish-built models.

In the imported-truck category, GM sold 30 Isuzu Troopers and Chrysler sold 336 Mitsubishi trucks.

U.S. cars drop 1.9% in early December

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Domestic car sales in early December slipped 1.93 percent below the year-ago period — not a bad showing considering that last year's early-December car sales were boosted by pending reform of U.S. tax laws.

Auto manufacturers had expected this year's December car sales to be flat.

There were 187,126 cars sold during the Dec. 1-10 period this year, compared with 190,809 in the 1986 period. Sales gained momentum with incentives added in late November. The final 10 days of the month finished with a 2.48 percent upturn in domestic sales compared with the year-ago period.

In spite of the late November upturn, the industry's year-to-date total of U.S.-built cars was 6,717,712 cars, down 13.12 percent from 7,732,389 cars sold through Dec. 10 last year.

In early December, the daily selling rate was 20,792 compared with 21,201 during the equivalent period last year, a difference of 409 cars a day. Both periods had nine selling days.

DOMESTIC SALES

	Dec. 1-10, 1987	Dec. 1-10, 1986
Eagle	453	1,110
Chrysler	9,103	5,885
Plymouth	7,663	10,275
Dodge	9,595	11,412
Chrysler Motors	26,814	28,682
Ford	40,401	40,858
Mercury	11,917	12,475
Lincoln	4,523	6,825
Ford Motor Co.	56,841	60,158
Buick	14,629	15,361
Cadillac	8,060	7,645
Chevrolet	37,958	35,905
Oldsmobile	15,557	18,467
Pontiac	15,832	16,742
General Motors	92,036	94,120
Volkswagen	873	1,220
Honda	6,997	4,202
Nissan	1,530	2,006
Toyota	1,862	421
Mazda	173	—
U.S. Industry Total	187,126	190,809

None of the Big 3 U.S.-based automakers posted gains during the Dec. 1-10 period. Only Honda and Toyota reported sales upturns over the year-ago 10-day period.

General Motors' sales slipped 2.21 percent in the first 10 days of the month. Sales were 92,036 compared with 94,120 last year. Total Cadillac sales rose 5.4 percent compared with the like period in 1986.

Ford Motor Co. delivered 56,841 cars — 5.51 percent fewer cars than a year ago when it sold 60,158. Mustang sales rose 41 percent over the year-ago period when there was a shortage of Mustangs.

Chrysler Motors' sales fell to 26,814, down 6.51 percent from 28,682 in early December last year.

Toyota reported a 342.28 percent leap in sales of U.S.-built cars. Last year at this time, Toyota had just begun to build cars at the Toyota-GM joint venture plant in Fremont, Calif.

Honda's sales of U.S.-built cars for the 10 days rose 66.52 percent compared to a year ago. Civic sales were 2,405 compared with 904 in 1986's same 10-day period.

Nissan's sales of domestically produced cars dropped off 23.73 percent in the first 10 days of December. Volkswagen's U.S.-built car sales fell 28.44 percent.

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AUCTION DATES

American Motors

Dec. 22 — Statesville Auto Auction, Statesville, N.C.

Dec. 23 — Kansas City Auto Auction, Kansas City, Mo., and Columbus Fair Auto Auction, Columbus, Ohio.

Dec. 29 — D-A Auto Auction, New Stanton, Pa.

Dec. 30 — Newburgh Auto Auction, Newburgh, N.Y.

Dec. 31 — Greater Chicago Auto Auction, Chicago, and Wolfe's Evansville Auto Auction, Evansville, Ind.

Chrysler Motors

Dec. 22 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Minneapolis Auto Auction, Plymouth, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Dec. 23 — Butler Auto Auction, Butler, Pa.

Jan. 5 — American Auto Auction, Walpole, Mass.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif.

Used Car Sales
Auction Averages

December to date	$5,914
Month ago	$5,962
Year ago	$5,146

Ford Motor Co.

Jan. 5 — Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 6 — Northway Auto Auction, Clifton Park, N.Y.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Lakeland Auto Auction, Lakeland, Fla.; and Southern California Auto Auction, Fontana, Calif.

Jan. 7 — Albuquerque Auto Auction, Albuquerque, N.M.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; and Skyline Auto Exchange, Fairfield, N.J.

Model Breakdown
Auction Averages

	DEC 1987	NOV 1987	OCT 1987
1987	$10,283	$10,564	$11,220
1986	$8,349	$8,454	$8,624
1985	$7,147	$7,199	$7,257
1984	$5,593	$5,640	$5,711
1983	$4,805	$4,844	$4,897
1982	$3,458	$3,504	$3,549
1981	$2,525	$2,542	$2,549
1980	$1,971	$1,996	$2,022
Overall Average	$5,914	$5,951	$6,001

General Motors

Dec. 22 — Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 23 — Indianapolis Auto Auction, Indianapolis.

Jan. 5 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and South Seattle Auto Auction, Kent, Wash.

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PRODUCTION

Car build drops 11%

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Last week's targeted domestic auto output of 132,594 cars was 11.64 percent below the prior week's 150,058 and 25.54 percent below the year-ago week's 178,068.

Companies split last week's targeted production as follows: General Motors, 40.53 percent; Ford Motor Co., 30.70 percent; Chrysler Motors, 18.25 percent; Honda of America Manufacturing Inc., 5.17 percent; New United Motor Manufacturing Inc., 2.45 percent; Volkswagen of America, 1.51 percent; Nissan Motor Manufacturing Co. U.S.A., 1.01 percent; and Mazda Motor Manufacturing (U.S.A.) Corp., 0.38 percent.

GM's Oklahoma City plant closed last week until after the holidays for inventory adjustment, affecting 4,300 workers.

GM also shut down the Oldsmobile Calais and Buick Skylark lines at its Lansing, Mich., plant last week for inventory adjustment. Production is scheduled to resume Jan. 4.

About 3,000 workers were temporarily laid off at GM's Tarrytown, N.Y., plant last week for renovation of the paint shop. The plant is slated to reopen Feb. 1.

The holiday will be extended until Jan. 18 for workers at GM's Van Nuys, Calif., plant for inventory adjustment. About 3,500 workers will be affected.

GM's Pontiac Fiero plant in Pontiac, Mich., will be idle from Jan. 4 until Jan. 25 for inventory adjustment. When the plant resumes output, the line speed will be reduced from 30 units per hour to 15 per hour, resulting in the permanent layoff of 425 workers.

GM's Lakewood, Ga., plant will be closed for one week for inventory adjustment beginning Jan. 4, affecting 3,700 workers. On Jan. 25, the second shift will be dropped, laying off 1,600 employees.

GM's Wilmington, Del., and Linden, N.J., plants, which produce the Corsica/Beretta models, shut down today until Jan. 18 for equipment installation and plant rearrangement.

All plants will close Wednesday for the Christmas holiday.

Truck production steady

Truck production in the United States continued at a strong pace last week.

Truckmakers scheduled 84,876 units, slightly above (0.54 percent) the previous week's 84,417 and 15.10 percent more than the year-ago week's 73,742.

General Motors' Pontiac West plant, Pontiac, Mich., will be idle Jan. 4-18 for inventory adjustment.

Only three days of production remain this year. All truck plants close Wednesday for the Christmas holiday. Production resumes Jan. 4.

Canadian car output rises

Targeted Canadian auto production of 22,822 cars last week was 5.07 percent more than the prior week's 21,720 but 8.33 percent below the year-ago week's 24,896.

So far this year, 788,972 cars have been assembled, 24.65 percent below the 1,047,051 completed last year at this point.

Last week's scheduled truck production totaled 19,094, slightly higher (0.18 percent) than the previous week's 19,060 and 34.95 percent more than the year-ago week's 14,149.

Chrysler Motors ended production of its Eagle four-wheel-drive wagon last week. It was built at the Brampton, Ontario, facility. The plant will continue to assemble the Jeep Wrangler.

All plants will shut down Wednesday for the holidays. They will reopen Jan. 4.

CANADIAN CAR	Week Ended Dec. 19, 1987	Week Ended Dec. 20, 1986	Week Ended Dec. 12, 1987	Dec. to Date	Jan. 1 to Dec. 19, 1987	Jan. 1 to Dec. 20, 1986
CHRYSLER	1,334	0	1,364	3,641	11,712	4,359
FORD MOTOR	11,520	10,916	10,767	30,394	425,042	516,230
GENERAL MOTORS	9,392	13,755	9,135	25,329	328,908	516,592
HONDA	576	0	454	1,364	15,321	0
VOLVO	0	225	0	0	7,989	9,870
Total Cars, Canada	22,822	24,896	21,720	60,729	788,972	1,047,051

U.S. TRUCK☆	Week Ended Dec. 19, 1987	Week Ended Dec. 20, 1986	Week Ended Dec. 12, 1987	Dec. to Date	Jan. 1 to Dec. 19, 1987	Jan. 1 to Dec. 20, 1986
CHEVROLET	24,615	17,677	25,214	69,780	1,108,586	1,121,996
DODGE/PLYMOUTH	8,500	5,200	8,968	24,179	310,442	148,268
FORD	32,005	33,586	31,490	89,657	1,449,248	1,357,764
GMC	7,244	7,365	6,258	18,831	366,552	352,152
NAVISTAR	1,812	1,324	1,822	5,094	73,841	71,133
JEEP	4,600	4,100	4,687	13,005	218,318	186,527
NISSAN	3,252	1,750	3,228	9,052	97,994	106,071
AM GENERAL*	450	50	450	1,260	17,100	2,454
MISCELLANEOUS*	2,300	2,300	2,300	6,440	115,160	111,872
Total Trucks, U.S.	84,876	73,742	84,417	237,209	3,757,241	3,458,237

CANADIAN TRUCK	Week Ended Dec. 19, 1987	Week Ended Dec. 20, 1986	Week Ended Dec. 12, 1987	Dec. to Date	Jan. 1 to Dec. 19, 1987	Jan. 1 to Dec. 20, 1986
JEEP	770	0	1,039	2,787	35,516	27,147
CHRYSLER	8,034	9,214	8,067	22,498	379,493	395,910
FORD	3,648	3,080	3,628	10,082	149,157	144,870
GENERAL MOTORS	6,417	1,857	6,101	16,761	232,692	188,896
NAVISTAR	225	198	225	632	9,706	9,270
Total Trks., Canada	19,094	14,149	19,060	52,761	806,563	766,093
U.S., Canada Trks.	103,970	87,891	103,477	290,060	4,563,794	4,224,330

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Dec. 19, 1987	Week Ended Dec. 20, 1986	Week Ended Dec. 12, 1987	Dec. to Date	Jan. 1 to Dec. 19, 1987	Jan. 1 to Dec. 20, 1986
AMERICAN MOTORS	0	0	0	0	15,994	48,336
Renault Total	0	0	0	0	15,994	48,336
Alliance	0	0	0	0	15,994	44,989
Encore	0	0	0	0	0	3,347
CHRYSLER MOTORS	24,200	23,805	27,045	72,510	1,088,722	1,275,880
Plymouth Total	7,100	8,719	7,529	20,360	313,167	414,189
Horizon	1,000	3,354	1,256	3,117	44,344	168,845
Sundance	1,600	2,050	1,977	5,204	88,244	35,394
Reliant	3,500	2,505	3,436	9,879	131,815	148,716
Caravelle	600	810	618	1,584	41,676	43,648
Gran Fury	200	0	242	576	7,088	17,586
Chrysler Total	6,300	5,076	7,057	19,283	360,755	363,673
Laser	0	0	0	0	0	26,978
LeBaron K	1,000	1,266	1,034	2,846	83,090	83,044
LeBaron J	2,700	1,321	2,812	7,762	112,245	2,399
LeBaron GTS	500	883	520	1,407	36,774	62,068
N. Yorker E-Class	0	1,606	0	0	57,102	71,785
N. Yorker C-Class	1,100	0	1,466	3,928	18,053	0
Fifth Avenue	1,000	0	1,223	3,339	63,491	117,399
Dodge Total	10,800	10,010	12,459	32,867	404,800	498,018
Daytona	1,800	651	1,846	5,200	62,485	32,712
Omni	1,000	3,096	1,215	3,096	38,871	160,538
Shadow	2,300	1,820	2,512	6,591	93,894	33,960
Aries	3,500	2,621	3,747	10,209	125,234	124,245
Dodge 600	700	1,142	798	2,122	39,436	83,285
Dynasty	1,000	0	1,842	3,770	7,396	0
Lancer	200	680	307	785	22,731	47,195
Diplomat	300	0	394	1,095	14,753	36,083
FORD MOTOR	40,701	44,682	39,810	113,177	1,793,315	1,729,089
Ford Division	29,440	31,118	28,963	82,655	1,290,553	1,197,890
Escort	9,512	9,344	9,299	26,382	385,[illegible]	370,957
Mustang	4,632	4,484	4,633	12,972	20[illegible]	175,886
Tempo	4,320	5,397	4,095	12,280	142,[illegible]	194,530
Taurus	8,102	9,424	7,924	22,366	398,[illegible]	326,471
Thunderbird	2,874	2,469	3,012	8,655	154,[illegible]	130,046
L-M Division	11,261	13,544	10,847	30,522	502,762	531,199
Mercury Total	6,825	9,474	6,776	18,572	323,086	362,237
Lynx	0	1,446	0	0	21,352	59,419
Capri	0	0	0	0	0	12,344
Topaz	1,348	983	1,334	3,879	45,958	56,455
Cougar	2,893	3,688	2,758	7,498	135,624	99,914
Sable	2,384	3,357	2,684	7,195	119,916	124,105
Lincoln Total	4,636	4,070	4,071	11,949	179,678	178,962
Continental	705	408	590	1,722	13,093	19,218
Lincoln	3,314	3,053	2,917	3,549	138,732	134,228
Mark VII	617	609	564	1,679	27,881	25,516
GENERAL MOTORS	53,742	94,011	69,341	181,456	3,386,480	4,047,314
Buick Total	5,611	18,248	8,898	23,923	544,187	759,616
Skyhawk	1,082	2,076	822	2,742	33,670	80,343
Century	0	5,404	1,777	5,129	152,152	227,142
Regal (rwd)	0	1,510	350	884	40,235	59,179
Somerset/Skylark	0	2,965	1,359	2,353	62,909	107,423
LeSabre (fwd)	2,400	3,164	2,451	6,792	139,673	152,864
LeSabre (rwd)	170	368	185	631	9,787	14,846
Electra (fwd)	1,722	1,857	1,691	4,683	92,663	89,181
Riviera	237	904	263	709	13,098	25,681
Cadillac Total	6,966	7,679	7,054	19,616	289,759	313,236
Cimarron	70	303	111	225	10,261	22,910
Allante	100	5	120	285	4,510	60
Brougham (rwd)	1,962	1,588	1,991	5,598	75,220	74,523
DeVille (fwd)	3,380	4,103	3,380	9,470	139,136	168,761
Eldorado	833	841	833	2,309	19,829	24,760
Seville	621	839	619	1,730	20,783	22,222
Chevrolet Total	20,656	31,080	30,733	75,388	1,342,450	1,283,491
Chevette	0	2,621	0	0	0	104,649
Camaro	2,545	3,475	2,658	7,193	119,357	169,184
Cavalier	3,364	9,697	7,124	15,898	302,278	385,735
Celebrity	0	6,225	3,648	7,220	283,320	255,199
Corsica/Beretta	8,180	1,526	8,980	23,930	342,209	15,089
Monte Carlo	0	1,726	1,686	3,083	72,031	107,587
Caprice	5,927	5,140	5,991	16,332	195,459	218,335
Corvette	640	650	646	1,733	27,796	27,713
Oldsmobile Total	6,502	17,179	11,099	26,255	589,323	910,633
Firenza	478	692	431	1,170	13,945	37,485
Calais	0	3,174	3,100	5,190	113,679	117,839
Cutlass Ciera	0	4,524	0	197	108,395	232,665
Cutlass Supreme	0	854	1,482	2,819	73,120	105,679
88 (fwd)	3,457	4,240	3,437	9,607	174,883	268,336
88 (rwd)	352	577	409	1,079	14,753	18,627
Olds 98	1,766	2,492	1,772	4,932	70,988	111,545
Toronado	449	626	460	1,263	15,962	18,437
Pontiac Total	14,007	19,845	11,557	36,274	640,761	780,338
Acadian*	0	500	0	0	0	16,272
Fiero	1,200	1,817	1,096	3,146	32,874	67,887
1000	0	572	0	0	0	20,873
Firebird	1,495	2,022	1,435	4,127	76,383	103,113
2000 Sunbird	2,036	2,240	2,206	6,285	86,802	127,808
Grand Am	4,800	6,205	4,747	13,543	243,028	227,152
6000	0	2,844	29	926	67,496	131,276
Bonneville	4,335	3,209	1,900	7,809	125,126	36,171
Safari/Parisienne	141	376	144	457	9,052	49,786
HONDA	6,880	6,585	6,811	19,105	318,587	231,510
Civic	2,040	1,675	2,049	5,583	87,731	19,916
Accord	4,820	4,910	4,762	13,522	230,856	211,592
MAZDA	501	0	491	1,396	3,997	0
NISSAN	1,340	2,954	1,328	3,738	112,516	61,859
NUMMI	3,250	4,028	3,203	9,067	186,040	191,854
Corolla	1,000	1,073	1,107	2,984	43,065	13,894
Nova	2,250	2,955	2,093	6,084	142,975	178,160
VOLKSWAGEN	2,000	2,023	2,029	5,329	84,977	81,524
Golf/GTI	1,300	1,773	1,329	3,429	47,984	80,624
Jetta	700	250	700	1,900	16,993	900
Total Cars, U.S.	132,594	176,088	150,059	405,776	6,950,630	7,867,366
Total Cars, Canada	22,822	24,896	21,720	60,729	788,972	1,047,051
U.S., Canada Cars	155,416	202,984	171,779	466,507	7,739,602	8,714,417
U.S., Canada Trks.	103,970	87,891	103,477	290,060	4,563,794	4,224,330
U.S., Canada Cars and Trks.	259,386	290,875	275,255	756,567	12,303,396	12,938,747

*—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Consumer confidence slips a bit

ANN ARBOR, Mich. — Consumer confidence continued at the lower levels reached after the collapse of the stock market Oct. 19, according to the November Survey of Consumer Attitudes prepared by the University of Michigan's Institute of Social Research.

Favorable attitudes toward vehicle buying were held by 57 percent of all families surveyed, 3 percentage points more than during the period immediately following Black Monday.

But that still was 1 point below October's index, 9 points below the level of three months earlier and 6 points lower than what was recorded for November 1986.

The percentage of those who said it was a bad time to buy a car rose to 35 percent in November from 31 percent a month earlier.

About 31 percent of the respondents who said it was a good time to buy a vehicle said prices are low and good buys are available.

Respondents who said it was a not a good time pointed to high prices, high interest rates, tight credit and an uncertain economic future.

In commenting on the weaker confidence levels in November, the survey reported that "the decline has been largely due to the ending of the last round of deep discounts on interest rates offered by vehicle manufacturers."

Correction

The import days' supply numbers and total inventory figures that appeared in Automotive News Dec. 14 were incorrect. The new inventory numbers are as follows: Total import cars, 583,128, and total import trucks, 201,613. The correct days' supply figures are reprinted in the chart below.

IMPORT DAYS' SUPPLIES

	Dec. 1, 1987	Nov. 1, 1987	Dec. 1, 1986
Chevrolet	131	163	133
Chrysler/Mitsubishi	78	129	113
Acura	20	22	25
Honda	13	10	5
Isuzu	113	112	46
Mazda	53	46	45
Mitsubishi	94	85	61
Nissan	90	108	65
Subaru	56	53	50
Toyota	29	27	16
JAPAN	53	56	39
Audi	115	119	120
BMW	58	30	57
Mercedes-Benz	59	46	27
Merkur	99	93	163
Porsche	102	99	31
VW	89	69	91
GERMANY	78	59	86
Alfa Romeo	62	54	34
Festiva	112	87	0
Hyundai	26	26	23
Jaguar	28	20	22
Peugeot	73	81	82
Pontiac	96	78	0
Eagle/Renault	195	272	92
Saab	71	52	39
Sterling	82	75	0
Volvo	65	72	48
Yugo	85	58	36
Other Countries	59	53	33
Total Import Cars	57	56	41
Isuzu	124	101	78
Mazda	69	62	47
Mitsubishi	61	64	84
Nissan*	107	83	97
Range Rover	42	24	0
Suzuki	46	45	25
Toyota	44	41	36
Chrysler	121	100	55
Total Imp. Trucks	78	66	56
Total Imp. Vehicles	61	58	45

*Includes domestic trucks.

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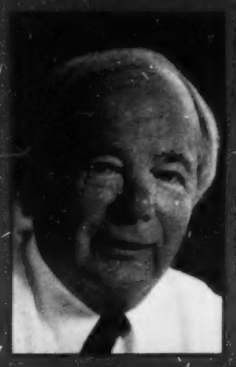
1987 Newsmakers of the Year

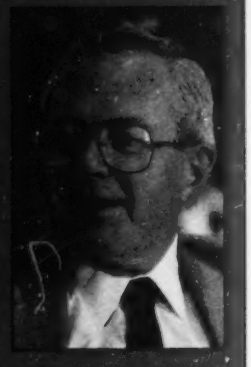


Bennett Bidwell: As strategist behind the acquisition of American Motors-Jeep and Italy's Lamborghini, the Chrysler vice chairman broadened its base in both products and technology.

Owen Bieber: In a year when labor woes seemed inevitable, the UAW president forged new deals at Ford and General Motors that reflect cooperation, security and management flexibility.

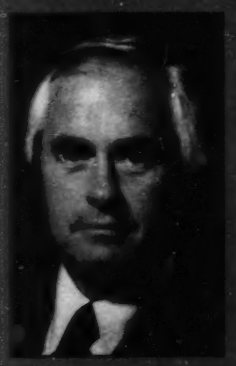
Tetsuo Chino: Honda's North American head made Acura the first second-channel success and launched a second Ohio plant, to build more cars for the U.S. and for Europe-Japan export.

Henry Ford II: The industry lost a great leader when the man who saved Ford Motor Co. in the 1940s, took it public in the '50s, and paved the way for its success in the mid-1980s died.



Elmer Johnson: Became a GM executive vice president and board member, and engineered investor force-feeding, major personnel changes, labor talks, and was tapped as future chairman.

INSIDE: The Year in Review

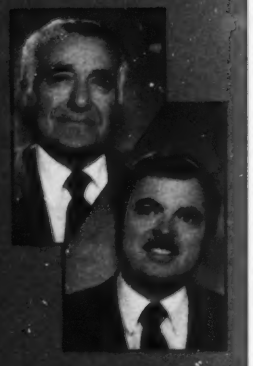


Roger Penske: In a big year, this entrepreneur's team won Indianapolis 500, acquired the New York City Chevrolet-Cadillac dealerships, and took control of GM's Detroit Diesel subsidiary.

Neal Phillips: Volkswagen of America president struggled to rebuild Audi's image and market after bout with sudden acceleration, and killed VW's Westmoreland plant, a U.S. transplant first.

Robert Rewey: His Ford Division beat Chevrolet in sales for first nonstrike year in three decades, capturing top car and truck honors and leading to Ford's second year of record profits.

Roger Smith: Relinquished GM chairman began the year taking heat for Ross Perot buyout, suffered much criticism on other fronts, and ended 1987 having lost more than five points of market share.



Edward and Mikhael Steven: Father-son Kansas dealers filed to offer public ownership in their Yugo, Maserati, Rolls-Royce and Bertone franchises — the first in what could become a national trend.

Mazda boss quits amid profit dive

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Kenichi Yamamoto surprised the Japanese industry and apparently many people in his own company, stepping down as president of Mazda Motor Corp. one year before completing his second term in office.

Yamamoto, 65, cited a health reason — the English translation of which is a "crick in the back" — an injury that led to hospitalization and still requires medical treatment.

But the resignation was announced one day before Mazda released what analysts call a "very severe" financial report for fiscal 1987, leading some knowledgeable observers to question whether the events were related.

Yamamoto will be replaced by Norimasa Furuta, 59, a former Ministry of International Trade and Industry career bureaucrat who joined Mazda in 1985, first as an adviser and later as senior managing director. It is the first time a Japanese automaker has given its top post to a non-company man.

Furuta described his appointment as a "bolt out of the blue." He said he would work to build up the company to face the difficult conditions brought on by the highly valued yen.

Yamamoto retires after completing his primary project, the beginning of U.S. production at the Ford-Mazda plant in Flat Rock, Mich. An engineer by background, Yamamoto was responsible for the development of the rotary engine.

He will continue to advise, particularly on technological matters, from his new post as chairman of the board. Chairman Moriyuki Watanabe steps aside and becomes executive adviser.

The new president, presumably, will concentrate on more political and managerial matters.

A report in the authoritative newspaper Asahi Shimbum suggested that part of the reason for the shift from Yamamoto to Furuta may have been a disagreement over management policy between Sumitomo Bank, Mazda's most important backer and the financial institution that rescued it from near-bankruptcy during its rotary engine difficulties of a decade ago, and Ford, which owns 24 percent of Mazda. Part of the problem, the newspaper said, is that Ford tends to treat Mazda as a subsidiary, including it in Ford's worldwide strategy — without re-

see MAZDA, page 4

Overcapacity to linger

May be 4 million in 1992, Chrysler says

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

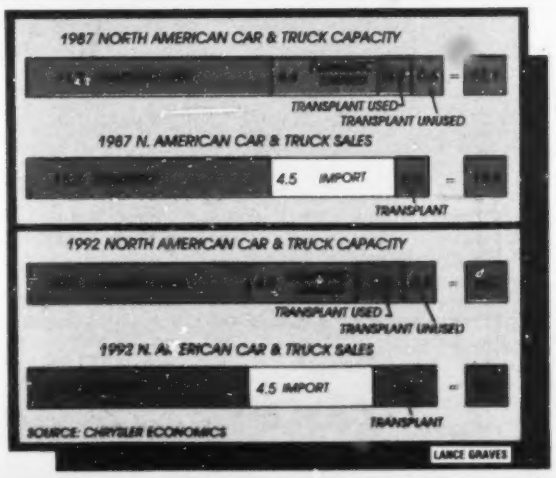
The current 5.0 million units of unused car and truck assembly capacity in North America isn't expected to improve much in the next five years, despite announced plans to close more plants.

That 5.0 million units in unused car and truck capacity includes 4.4 million for the traditional North American producers and 600,000 for the "transplant" producers, according to Donald P. Hilty, Chrysler corporate economist.

Despite announced plant closings, there still could be as much as 4 million units of unused capacity for the traditional domestic producers in the United States and Canada in 1992, unless more plants become competitive in the marketplace, Hilty said.

That means more economic hard knocks for non-cost-effective plants and companies. It also means there will be more pressure on workers to reduce costs with the

see OVERCAPACITY, page 6



Job bank aids 85 at Chrysler

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — About 85 laid-off Chrysler Motors salaried workers who are represented by the UAW have become the first to benefit from a job-protection provision in the 1985 contract.

The workers were laid off last month but were subsequently recalled and placed in a job bank after the union proved they lost their jobs because of outsourcing or changes in technology or work methods.

About 100 workers at UAW Local 412, which represents technical, office and professional workers at Chrysler facilities, were laid off. About 85 of those workers were later placed in a job bank, and some of the

see JOB BANK, page 4